

Driving foodpanda's growth through payment APIs

About foodpanda

foodpanda, part of the Delivery Hero, is an online food and grocery delivery platform and a pioneer of quick-commerce.

The app is a one-stop shop for customers to:

-  Order from thousands of restaurants across Asia and Europe
-  Have groceries and household goods delivered in under one hour, and often in 10 to 15 minutes

In the third quarter of 2021, Delivery Hero and foodpanda:

-  Processed EUR540 million orders in Asia
-  Increased customer orders by 52% YoY globally
-  Managed 10 tech hubs across four continents

[Find out more](#)

The Challenge

foodpanda needs to attract and retain riders to:

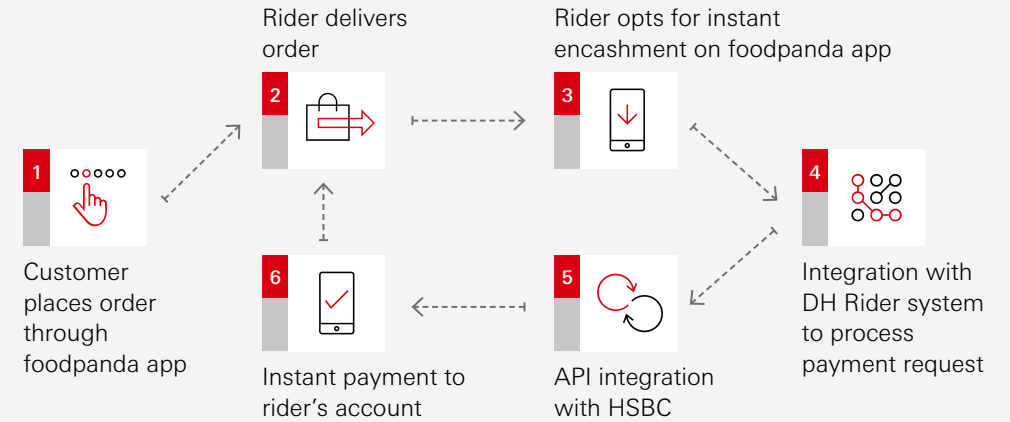
- Deliver an excellent experience to customers
- Achieve its quick-commerce ambitions to remain an industry leader

The company wanted an automated solution to increase satisfaction amongst thousands of riders through instant, smarter payments.



The Solution





foodpanda partnered with HSBC in Singapore to give riders control over how and when they are paid, using an app:



“ In a competitive industry, we work with HSBC to co-create digital solutions that differentiates our customer experience, enabling us to build capacity in existing markets, and enter new countries and segments.”

Christian Schmahl, Treasury Director, Delivery Hero

The Outcome

-  Calculating, reconciling and paying rider commissions is now **fully automated**, with real-time connectivity and instant payments
-  Riders are in control of their income, leading to a **loyal delivery fleet**
-  The company saves **30 hours** a month in manual processing
-  Based on success in Singapore, the rider solution is being rolled out across **Asia and the Middle East**

“ We are proud to support Delivery Hero's remarkable growth at group level, and its foodpanda subsidiary in Asia. We help the business to understand the local regulatory and commercial environment, and digitise its payment and collection solutions to drive its q-commerce ambitions.”

Winnie Yap, Head of Global Liquidity and Cash Management, HSBC Singapore

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